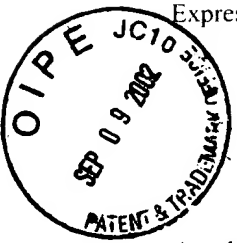


#7/B/W/EOI + SUB(N) SPE

claims entered



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17207-00005
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samra et al. :
Serial No.: 09/474,588 :
Filed: December 29, 1999 :
For: METHODS AND SYSTEMS :
FOR CREATING MODELS FOR :
MARKETING CAMPAIGNS :

Art Unit: 3623

Examiner: James A. Reagan

AMENDMENT

RECEIVED
SEP 13 2002
GROUP 3600

Hon. Commissioner for Patents
Washington, D.C. 20231

In response to the Office Action dated May 21, 2002, please amend the above-identified patent application as follows:

IN THE SPECIFICATION

Please delete the specification and replace with the following specification:

BACKGROUND OF THE INVENTION

This invention relates generally to marketing and, more particularly, to methods and systems for identifying and marketing to segments of potential customers.

Typical marketing strategies involve selecting a particular group based on demographics or other characteristics, and directing the marketing effort to that group. Known methods typically do not provide for proactive and effective consumer relationship management or segmentation of the consumer group to increase efficiency and returns on the marketing